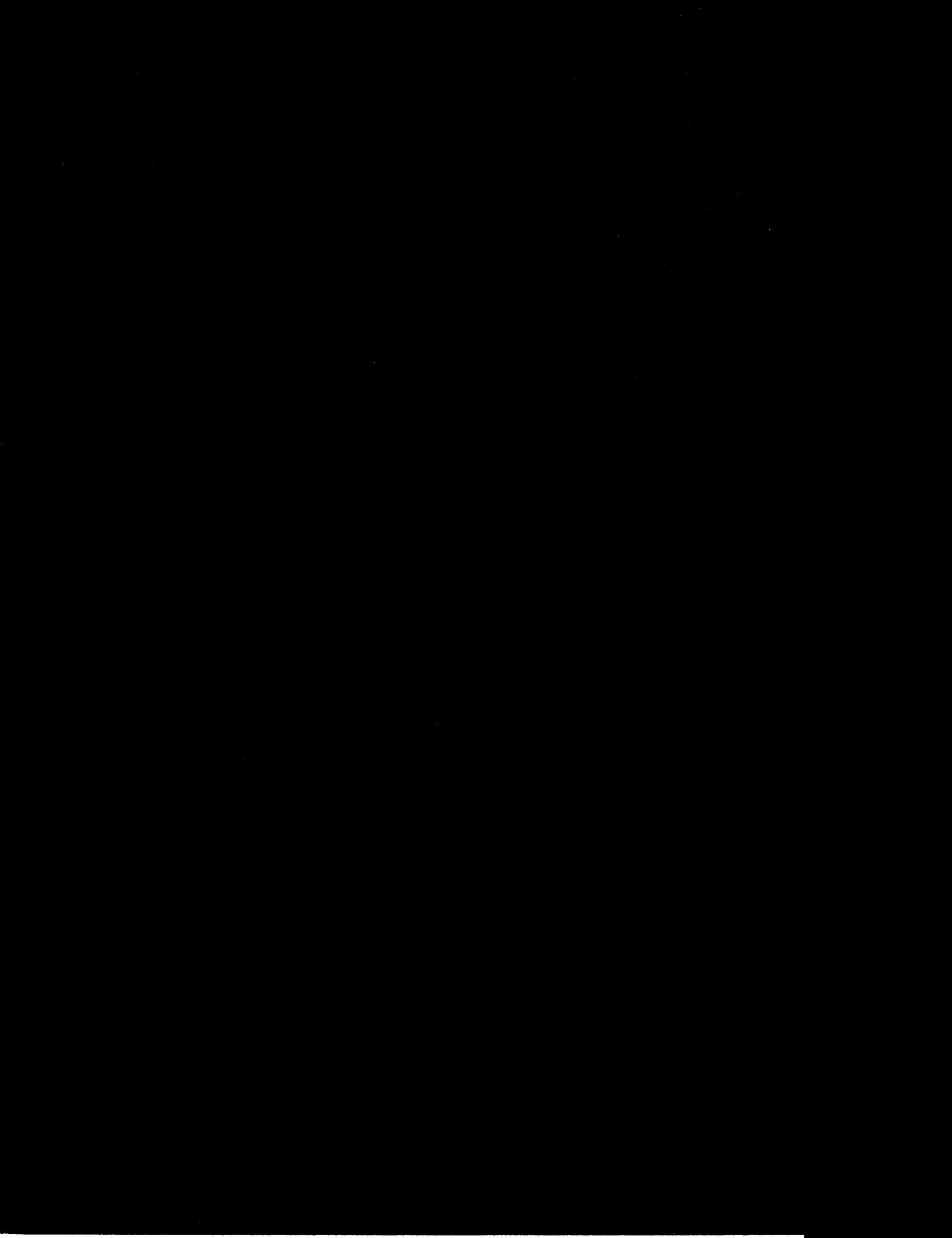


CAMPUS RADIO  
A DECADE OF HISTORY

V. Paul Reynolds 1964



CAMPUS RADIO  
A DECADE OF HISTORY

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April 2, 1964

*Vernon on Speech - Gardner*



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## INTRODUCTION

The following paper was done in the interest of historical research. It's purpose is to present the reader with a chronological history of campus broadcasting activities at the University of Maine from February of 1953 to April of 1964.

The need for this type of investigation is not unlike the need that stimulates historians to write history books. The need is more or less a personal desire to satisfy a curiosity about the past situation and assemble an accurate up-to-date research paper to be available to anyone interested.

The original intent of the author was to create a research paper that would include the complete radio era at the University of Maine from 1925 to the present. It was also his intent to approach the arranging of historical facts in terms of topics. However, "the best plans of mice and men are often led astray." The author's plans were led astray by two reasons. First, investigation showed that the intended length of the paper would not permit a complete nor an accurate review of the total picture. Secondly, the method and investigation sources used seem to suggest that a chronological system of organization would be more effective than a topical.

Therefore, this research paper will be presented in terms of events or chronological form. It will be divided into two sections. Part one will cover WORO and part two will cover WMEB FM.

WORO

## WORO:ON THE AIR

Sunday evening at 8PM on February 15th, 1953 the campus station at the University of Maine went on the air using the F.C.C. appointed call letters of WORO.<sup>1</sup> That Sunday evening of WORO's initial broadcast a special commemoration ceremony was taking place in the studios of WORO at 275 Stevens Hall. According to the chairman of the ceremony, David Brezger, 24 guests attended the open house. Among the campus officials present were President Arthur A. Hauck; Howard Keyo, Publicity Director; Phillip Brockway, Director of Student Aid and Placement; Dean Joseph Murray and Professor Brooks Hamilton of the Department of Journalism. Also noted Bangor radio personalities were in attendance.<sup>2</sup>

The first broadcast was a complete success. Mr. Ed Guernsey of WLBZ presented WORO with a \$2200.00 console and a \$500.00 turntable as a gift from WLBZ.<sup>3</sup>

At this time Robert Ellingwood was student manager, Mike Boyd Chief Announcer and Ben Pike was News Director. Student engineers included; Carver Washburn, Albert Beau-lieu, and Tim Wadmen. Ellingwood announced at the ceremony that WORO would be heard Sunday through Friday from 8 to 10 PM by the Elms and Elms Annex, North Dorms, TKE, TEP, Oak Hall, Hannibal Hamlin, and Dunn Hall. He explained that the limited audience was caused by direct telephone lines not being installed at all buildings. Although the first broadcast of WORO was successful, it already had a major problem. This problem was that the various dorms were not receiving WORO on the same frequency.

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1 Bangor Daily News, February 17, 1953.

2 The Maine Campus, February 19, 1953.

3. Michael Boyd, The Maine Bear On the Air, Orono, Maine, 1954 (an unpublished manuscript).

For example, Oak Hall was receiving WORO on 800 kilocycles and Dunn Hall received the station on 1650 kilocycles. Some of the other dorms were receiving on still different frequencies.<sup>1</sup> This method is quite inconsistent with F.C.C. policy and proved to be a serious engineering problem later.

Actually this problem was microscopic when compared with the problems which plagued WORO and its staff during the months before actual broadcasting in February of 1953. Here is a quotation from the campus newspaper a few days before WORO actually signed on the air. "After several years of ups and downs radio station WORO will begin a regular broadcasting schedule Sunday with a special commemoration at 8 o'clock."<sup>2</sup> It is true that WORO's preparation period were years "of ups and downs", but they were more than that. This period included months of hope, promise, sweat, discouragement and misunderstanding. The idea of WORO began in 1948. WORO was originally scheduled to take to the airwaves on May 17th, 1950.<sup>3</sup> The two year and nine month delay of WORO's initial broadcast was brought about by numerous programming and engineering problems.<sup>4</sup> This period of WORO's preparation is a story in itself and is covered quite well in the manuscript listed under footnote four at the bottom of this page.\*

Although a delay of almost three years is considerably long, it is only fair to focus attention on the following facts. A campus radio station has problems which are unique

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1. The Maine Campus, February 19, 1953.
  2. The Maine Campus, February 12, 1953.
  3. The Maine Campus, March 26, 1950.
  4. Boyd, op. cit., 1954.

\* This manuscript can be obtained from Dr. Wofford Gardner, Head of the Speech Department at the University of Maine.

and virtually unknown to the commercial stations. First, the campus station is usually a form of extra curricular activity to the student. His studies come first. This is as it should be. For most members of a campus radio staff there is no weekly paycheck to work as a sanction and make him produce. Secondly, the progress of a college radio station is hampered by lack of funds and the extended summer vacation. These are facts one should consider before criticizing WORO's long period of delay too severely.

OCTOBER 1, 1953

By the fall semester WORO had increased its broadcasting schedule two and one half hours per day. WORO was carrying Lucky Strike commercials and in turn received the service of a teletype machine. This provided WORO with much stronger news coverage. Lucky Strike sponsored a nightly sportscast, instead of twice a week, and play-by-play events added new depth to an already progressing young campus station.<sup>1</sup> Here is a typical program schedule for the evening of October 1, 1953.<sup>2</sup>

7:28	Sign On	9:15	Sports Report
7:30	News	9:30	RCA Symphony
7:40	Lucky Strike Sports	10:30	News
7:45	Studio Interview	10:35	Boyd's Nest
8:00	Record Roundup	11:30	News
9:00	News	11:35	This I Believe
9:05	On Campus	11:40	Sign Off

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1. Boyd, op. cit., 1954.

2. The Maine Campus, October 1, 1953.

Some important changes in personnel occurred in the early part of the fall semester. Mike Boyd was still manager after replacing Ellingwood in April. Don Freeman was appointed the new program director; John Davis took over as chief announcer; Mark Cohen assumed new duties as sports director; Carol Loud and Chris Loomer shared the responsibilities of director of women's programs; Joseph Rigo became news director; and the music director was Charles Hewins. John MacGregor and Dale Stearns shared the duties of the chief engineer. WORO was headed in the right direction.<sup>1</sup>

FEBRUARY 15, 1954

On this date WORO celebrated it's first birthday. Donald Freeman, program director during the fall semester, succeeded Mike Boyd as student manager of WORO.<sup>2</sup> Under the direction of Freeman campus radio at the University of Maine continued to grow and become more integrated into campus life. WORO's progress was rewarded one year later when the University Store Company presented the station with a much needed gift of \$800.00.<sup>3</sup>

OCTOBER 13, 1955

The station manager at this time was Chris Loomer. Loomer appointed Cy Miller as business manager; Bob Johnson as advertising head, Stan Clish as chief announcer, John MacGregor as chief engineer, and Betty Collins as music director.<sup>4</sup>

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1. Boyd, op. cit., 1954.

2. The Maine Campus, Feb., 19, 1955.

3. The Maine Campus, Feb., 10, 1955.

4. The Maine Campus, Oct., 13, 1955.

MARCH 15,1956

Since it's initial broadcast in February of 1953 WORO was experiencing a number of engineering difficulties. Only about fifty per cent of the dormitories and fraternities on campus were hearing the campus station. Many of the places receiving the signal were not receiving well. Also WORO was violating an F.C.C. regulation by causing interference with certain commercial broadcasting stations in the campus area. At this time electrical engineering majors John MacGregor and Charles Snell revealed a plan to overcome some of these problems. The plan involved a central transmitter in Dunn Hall and individual transmitters and receivers in every dormitory and fraternity on campus. The signal would be transmitted from WORO's studios to the Dunn Hall transmitter via a spare telephone line. From Dunn the waves would be transmitted to the University's central transformer located near the heating plant. The signal would be carried to it's destination by electricity lines from the central transformer. After reaching it's destination in the building, the signal would be re-transmitted to the individual student receivers. The problem of outside interference would be handled by better tuning and shielding<sup>1</sup>.

This system was an improvement but later proved not to be the answer to WORO's problems.

SEPTEMBER 27,1956

Bruce Lampert took over as student director of WORO

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1. The Maine Campus, March 15,1956.

during the fall semester of 1956. WORO was now broadcasting from 7 o'clock until midnight Sunday through Friday. Here is a typical program schedule for this period.<sup>1</sup>

## MONDAY

6:58	Sign On	9:15	Sports
7:00	Prelude	9:30	Concert Hall
7:15	News	10:30	Night Watch
7:30	Service Feature	10:55	News
7:45	Round The Campus	11:00	Night Watch
8:00	Broadway Rythms	11:30	Music Til Midnite
8:45	Country Style	11:55	News
9:00	Labeau's Music Quiz	12:00	Sign Off

MARCH 14, 1957

Student manager of WORO, Robert Armstrong, announced that the campus audience would soon be hearing a new daytime program on Saturday mornings from 8 to 12. The program was called the Bright and Early Show and featured the student personalities of Terry Palmer, Walt Pinto, and John Petzold.<sup>2</sup>

APRIL 25, 1957

It was quite evident that WORO was having serious problems stemming mostly from lack of funds and student support. Mr. Gerald Beckwith, faculty advisor for WORO, explained that WORO was walking the economic tightrope. They were handicapped by outdated equipment, lack of studio space, no money, and a transmission system that used telephone lines instead of airwaves.

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1. The Maine Campus, September 27, 1956.
  2. The Maine Campus, March 14, 1957.

Legally WORO was not a station. The F.C.C. listed WORO as a nuisance. The broadcasting of basketball games was stopped because of no financial support. Here is Beckwith's statement. "If students of Maine want a station on campus to continue, they must get behind it both physically and morally, for without this support the station cannot continue."<sup>1</sup> Beckwith also explained the need to hire a part time engineer with more experience than a student.

SEPTEMBER 26, 1957

The Board of Trustees of the University passed a one dollar increase in each student's activity fee. With this increase WORO received \$3600.00 for expansion. Beckwith said he expected campus wide coverage by the fall of 1958. At that time WORO's coverage included ; North Dorms, Dunn, Corbett, Hart, Oak, Hannibal Hamlin, Estabrooke, Valentine, Stodder, South Apartments , and Lambda Chi Alpha.<sup>2</sup>

WORO was now on the air from 6:30 to midnite Monday through Friday. Bruce Hodgeman was manager and Joel Graffman was chief engineer.<sup>3</sup>

APRIL 20, 1958

On April 20th WORO held an open house so that the public could see the newly purchased facilities which included mikes, turntables, and a new control board. Ralph Hodgkins was manager. Members of the open house planning committee were Joyce Thompson, Beatrice Reynolds, and Rochelle Hyman.

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1. The Maine Campus, April 25, 1957.
  2. The Maine Campus, September 26, 1957.
  3. The Maine Campus, October 24, 1957.

Later that same month Beckwith re-appointed Ralph "Woody" Hodgekins as station manager for the coming school year. His staff consisted of Don Cookson as program director, Dick Cushman as chief engineer, Warren Russell as traffic manager, Ron Hoar as music librarian, and Hal Wheeler as news director.<sup>1</sup>

SEPTEMBER 18, 1958

During the summer months some major changes took place at WORO. Some of the transmitting problems had been corrected and six new transmitters were installed around campus increasing WORO's effective campus coverage. WORO was now serving 1900 students at the University of Maine.<sup>2</sup> Telephone lines were installed in the Union and Memorial Gymnasium in order that WORO could provide the campus with live coverage of various events. Of the original \$3600.00 gift from the Board of Trustees \$3000.00 had been spent. The remaining money was used to increase WORO's record library.<sup>3</sup>

The addition of a tape recorder during this semester added much to WORO's efficiency . For remote broadcasts WORO used an amplifier built by students Richard Cushman and William Reed. WORO was now becoming a concrete contributor and member of the campus community. WORO was covering senate meetings, ball games, jam sessions , and even class election returns.<sup>4</sup> During the winter of '58 all home and away basketball games were covered by Ron King, Bruce Hodgeman, Bob Marshall, and Don Cookson.<sup>5</sup>

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1. The Maine Campus, May 15, 1958.
  2. The Maine Campus, September 25, 1958.
  3. The Maine Campus, September 18, 1958.
  4. The Maine Campus, October 30, 1958.
  5. The Maine Campus, December 4, 1958.

SPRING 1959

During the end of March WORO began broadcasting Saturdays from 8am to 4pm. This daytime segment included spot interviews from various places on campus as well as the Bear's Den. This additional 8 hours increased WORO's total airtime from 28 to 36 hours weekly. WORO's slogan at this time was "One of the Nations Most Progressive College Stations."<sup>1</sup>

On April 9th advisor Beckwith appointed Ronald Hoar, a Junior speech major, as the new student manager of WORO. Hoar made this statement. "WORO has taken giant strides forward during the past year but if we expect to become a licensed station we will need to continue these forward movements both in programming and coverage. In order to do this we will need the sturdy support of students, faculty, and administration." During this period Dave Robinson served as program director and Bill Reed was chief engineer.<sup>2</sup>

SEPTEMBER 17, 1959

WORO began it's 7th year of operation by broadcasting the Maine vs. Mass. football game direct from Amherst, Massachusetts.<sup>3</sup>

The following month WORO added a telephone beeper unit for better and faster news coverage. At this time the campus station was currently operating with no teletype machine. Lucky Strike discontinued their sponsorship and in turn WORO lost it's most valuable news service. Robert K. MacLauchlin was now faculty advisor to WORO.

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1. The Maine Campus, March 5, 1959.
  2. The Maine Campus, April 9, 1959.
  3. The Maine Campus, September, 17, 1959.

Fortunately WORO's problem of news service was solved the following January. WORO received an AP machine from the educational program of the departments of journalism and speech.<sup>1</sup>

APRIL 14, 1960

William Lawlor, a sophomore speech major, was appointed WORO's new student manager; for the first time WORO had a female program director....Elizabeth England; chief engineer was Ken Nelson; chief announcer was Jim Goff and Leo Nelson served as news editor.<sup>2</sup> After seven and a half years of serving the campus community this would be the final year of WORO's operations. Plans were being made to replace WORO with a bigger and better broadcasting operation. Here is a program schedule of WORO during the spring of 1960.<sup>3</sup>

Monday Friday news on the hour

6:00 Tops In Pops

8:00 Masterworks In Music

10:00 Strictly LP

12:00 Sign Off

Saturday

8:00am Tops In Pops

1:00pm Jazz Omnibus

4:00pm Sign Off

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1. The Maine Campus, January 14, 1960.

2. The Maine Campus, April 14, 1960.

3. MacLauchlin, R.K., (Interview), (Orono, Maine, March 1964)

Assistant Professor of Speech.

**WMEB-FM**

WORO OFF AIR CONVERTS TO FM

The above was the headline that appeared in the campus newspaper in September of 1961. Manager Bill Lawlor issued the statement that WORO had left the college airwaves in order that steps could be taken to prepare for the change to frequency modulation or FM. Chief engineer Ralph Webber was to revamp and rewire the facilities. Lawlor also said that the new FM station was expected to go on the air during the spring semester with 250 watts.<sup>1</sup>

During January of 1962 the "new" station received a construction permit from the F.C.C. Broadcasting with 375 watts was expected to take place in March.<sup>2</sup>

FEBRUARY 22, 1962

After a number of months with no call letters the F.C.C. assigned the "new" station with the letters WMEB-FM. These letters signified Maine Educational Broadcasting. A brief statement of station policy went like this: WMEB-FM will be a University owned, student operated radio station, under direct supervision of the University of Maine Department of Speech, Dr. Wofford Gardner, Head and Robert K. MacLauchlin faculty manager. The appointed student manager was James Goff, a junior speech major. WMEB-FM's purpose will be to provide a valuable service in the educational, informational, and entertainment field of programming.<sup>3</sup>

The antenna that would radiate WMEB FM's signal to the Bangor, Orono, and Old Town area was mounted on top of Stevens Hall the week of March 12, 1962.<sup>3</sup>

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1. The Maine Campus, September 28, 1961.
  2. The Maine Campus, January 18, 1962.
  3. The Maine Campus, March 12, 1962.

Contrary to the plans and hopes of many, WMEB-FM did not begin broadcasting in the spring of 1962.

FALL 1962

On October 1st of 1962 WMEB-FM began test programming with 380 watts on 91.9 mc. The test programs were limited at first to music and news on Monday, Wednesday, and Friday from 7 to 9pm. The station activities were directly supervised by Robert MacLaunchlin, Curtis McCarty and Rodney Cole.<sup>1</sup>

There were a number of reasons for the change to FM broadcasting at the University. The license was easier to obtain because the F.C.C. is encouraging the future growth of FM. Equally important is the fact that FM broadcast quality is much superior to AM or amplitude modulation.<sup>1</sup>

WMEB-FM would not have materialized without the "off campus" assistance that it so needed. The FM antenna was a gift from the Dielectric Corporation. Student engineers Ralph Webber and David Thornton received a large amount of planning help from Roger Hodgkins of Portland and Terry Spearin of the college of education.<sup>1</sup>

When WMEB FM began test programming it was the only non-commercial FM station in Maine to become a member of the Maine Association of Broadcasters. One of the primary goals of this new educational FM station was to provide the type of programs not available in the area.<sup>2</sup>

Paul Reynolds was appointed station manager; Jeff Weinstein, an experienced commercial broadcaster, became the new program director; Ernie Jackson assumed the position of news

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1. The Maine Campus, September 27, 1962.

2. The Maine Campus, October 18, 1962.

director; Wayne Bearor was appointed his assistant news director; and Ralph Webber was chief engineer.<sup>1</sup>

On November 6, 1962 WMEB FM worked in co-ordination with the journalism department and, with the help of a new transistorized remote amplifier, broadcasted the national election results. This was a small sample of the potential service WMEB-FM can offer the campus and surrounding communities.<sup>2</sup>

DECEMBER 6, 1962

The first week in December WMEB-FM received a formal license from the Federal Communications Commission. Shortly after WMEB-FM increased it's programing time to Monday through Friday from 7 to 9:30.p.m. Here is a program schedule for the month of December.<sup>3</sup>

M.W.F.	Tues., & Thurs.
7:00 Evening Serenade	7:00 Evening Serenade
7:40 Campus Calender	7:30 Flashback In History
7:45 News In Depth	7:45 News In Depth
8:00 Evening Concert	8:00 Folk Music * Thurs.
9:00 Paris Showtime	9:30 Sign Off Showtime
9:30 Paris Showtime	

Many people felt that two hours an evening was not a sufficient length of time for the station to be broadcasting. However, in spite of WORO, WMEB FM was a completely new experience for the University. This first semester was a trial

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1. The Maine Campus, October 18, 1962 .
  2. The Maine Campus, November 1, 1962.
  3. The Maine Campus, December 6, 1962.

run. It was a period for WMEB FM to adjust before taking on the full time job. The faculty advisors wisely suggested to the student staff members that WMEB-FM's programming time should increase only as fast as the staff could effectively handle it. Unlike WORO, the new FM station was licensed by the F.C.C. and it was subject to penalties if any regulations were violated. Therefore, a cautious and sensible approach to the programming policy was quite necessary.

APRIL 18, 1963

Now that WMEB FM had it's feet solidly on the ground an open house was held for the public. Over 60 people attended. During the spring semester two experienced broadcasters took over the helm of WMEB FM. Jeff Weinstein replaced Reynolds as manager and Ernie Jackson assumed the position of program director.<sup>1</sup>

FALL 1963

WMEB FM was progressing rapidly. In a years time the programming had become considerably more well rounded and complete. Ernie Jackson was now student manager and Curtis McCarty had become faculty advisor for the campus station. During the fall semester the station purchased a new Ampex tape recorder as well as some other needed facilities.<sup>2</sup>

SPRING 1964

At the present time WMEB FM is providing the campus and surrounding communities with a good balance of educational, informational, and entertaining programs. Ernie Jackson is still student manager. A copy of the current program

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1. The Maine Campus, April 18, 1963.

2. McCarty, C.J. (Interview) (Orono, Maine, March, 1964).

schedule will be found on the following page.<sup>1</sup>

#### CONCLUSION

Campus radio at the University of Maine, like any undertaking, has been faced with many stumbling blocks at various phases of its operation. It is these stumbling blocks which make a project worthwhile. Without them there exists no personal challenge and thus no satisfaction. The decade of history covered in this paper is excellent proof of the positive strides taken by campus radio at the University of Maine. There is a great deal of faculty and student contribution and sacrifice involved in the strides made.

WMEB-FM is a growing organization, not in terms of making money, but rather in terms of its purpose. It is educating the student and it is educating, as well as entertaining, its audience. Education is vital to us all. Let us hope WMEB-FM continues to progress.

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1. Jackson, E. (Interview) (Orono, Maine, March, 1964).

## SCHEDULE OF PROGRAMMING OVER WMEB-FM FOR WEEK OF 3/23/64 to 3/29/64

## MONDAY

4:00 - 5:55	Maine Matinee
5:55 - 6:00	Campus Calendar
6:00 - 6:05	News
6:05 - 6:30	Folk Music
6:30 - 7:00	International Science and Technology
7:00 - 7:45	Evening Serenade
7:45 - 8:00	News in Depth
8:00 - 11:00	Evening Concert...Bergen Festival: Sonata for violin and piano by Leos Janácek and Symphony #2 in B-flat major by Johan Svendsen. Mozart: The four concertos for woodwinds and orchestra. Mozart: Concerto #21 in C major, and concerto #27 in B-flat major. NEWS

## TUESDAY

4:00 - 5:55	Maine Matinee
5:55 - 6:00	Campus Calendar
6:00 - 6:05	News
6:05 - 6:30	Spotlight on Albums
6:30 - 6:45	Flashback in History
6:45 - 7:00	College Authors Forum
7:00 - 7:45	Evening Serenade
7:45 - 8:00	News in Depth
8:00 - 11:00	Evening Concert...Salzburg Festival: Beethoven, Mass in C major, Op.86 and Anton Bruckner, Te Deum. Beethoven: Sonata #14 in C sharp major, Op.27 and Sonata #23 in F minor, Op.57. Beethoven: Variations on a Theme by Diabelli, Op.120. NEWS

## WEDNESDAY

4:00 - 5:55	Maine Matinee
5:55 - 6:00	Campus Calendar
6:00 - 6:05	News
6:05 - 6:30	Show Music
6:30 - 7:00	Panorama of Lively Arts
7:00 - 7:45	Evening Serenade
7:45 - 8:00	News in Depth

WEDNESDAY (Cont'd)

8:00 - 11:00

Evening Concert...Music from Germany. A special program of Easter music. Albeniz: Iberia (complete). Ravel: Rapsodie Esoagnole. Debussy: Iberia. NEWS

THURSDAY

4:00 - 5:55

Maine Matinee

5:55 - 6:00

Campus Calendar

6:00 - 6:05

News

6:05 - 6:30

Spotlight on Albums

6:30 - 6:45

Canadian Press Review

6:45 - 7:00

Men and Molecules

7:00 - 7:45

Evening Serenade

7:45 - 8:00

News in Depth

8:00 - 11:00

Evening Concert...Bayreuth Festival of 1963:  
A special program of Easter music."Parsifal"  
NEWS

Because of the Easter vacation period, WMEB-FM will not be on the air Friday of this week nor during next week. We will return to the air Monday April 6 at 4 PM.

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